9. (Previously Amended) A method of the pasteurization of drinks, the method comprising:

heating a flow of volume of a drink product above a pasteurisation temperature to a maximum temperature; and

immediately cooling the drink product after the maximum temperature has been reached,

wherein a maximum quantity of pasteurization units (PU) to be applied for the pasteurization of the drink product is computed, and then a temperature variation and length of said heating is chosen, a temperature variation and length of said cooling is chosen, and a maximum temperature is chosen, such that during pasteurization, the number of pasteurization units previously calculated corresponds to the total number of pasteurization units actually applied during said heating and said cooling.

10. (Previously Amended) A method for the pasteurization of drinks according to Claim 9, wherein the pasteurization unit is defined as:

$$PU = t_h * 1,393^{(\vartheta h - \vartheta 2)}$$

Wherein t_h represents heat holding tine, ϑh represents heat holding temperature, and $\vartheta 2$ represents pasteurization temperature, respectively.

11. (Previously Amended) A method for the pasteurization of drinks according to claim 9, wherein the time length of said heating in a temperature range within which pasteurization takes place is shorter than that of said cooling.

12. (Previously Amended) A method for the pasteurization of drinks according to Claim 9, wherein said heating the drink product occurs in a recuperator by heat transfer from outflowing the product steam.

13. (Previously Amended) A method for the pasteurization of drinks according to Claim 9, wherein said heating includes a first heating phase in which heating lasts until the temperature of the drink product reaches just above the pasteurization temperature, and a second heating phase in which heating lasts until the temperature of the drink product reaches the calculated maximum temperature.

14. (Previously Amended) A method for the pasteurization of drinks according to Claim 13, wherein the second heating phase is performed by a medium with a higher temperature than that of the drink product.

15. (Previously Added) A method for the pasteurization of drinks according to Claim 14, wherein the medium includes hot water and steam.

16. (Previously Added) A method for the pasteurization of drinks according to Claim 13, wherein a first heater is used in the first heating phase, and a second heater is used in the second heating phase.

17. (Previously Added) A method for the pasteurization of drinks according to Claim 16, wherein the first heater is a recuperator.

18. (Previously Amended) A method for the pasteurization of drinks according to Claim 12, wherein said cooling includes a first cooling phase that takes place in the recuperator, with the outflowing drink product stream to be cooled flowing counter-current to the inflowing drink product stream to be heated.

19. (Previously Amended) A method for the pasteurization of drinks according to Claim 9, wherein said cooling the drink product occurs in a heat exchanger by means of an outside medium

20. (Previously Amended) A method for the pasteurization of drinks according to Claim 9, wherein the drink product includes beer.

21 (New) A method of the pasteurization of a beer product, the method comprising:

heating a flow of volume of said beer product above a pasteurization temperature to a maximum temperature; and

immediately cooling said beer product after the maximum temperature has been reached, wherein the method further comprises the steps of:

computing a maximum quantity of pasteurization units (PU) to be applied for the pasteurization of said beer product,

determining the total number of pasteurization units actually applied to said beer product during said heating and cooling,

choosing a temperature variation and length of said heating,

choosing a temperature variation and length of said cooling,

choosing a maximum temperature,

whereby the number of pasteurization units previously calculated corresponds to the total number of pasteurization units actually applied during said heating and cooling.